



CLUB INDUSTRY

PRODUCT & CAPABILITY PLAYBOOK 2022

CLUB INDUSTRY

Questions? Contact us for opportunities:
MMcCallen@questex.com or CWheeler@questex.com

CLUB INDUSTRY

Club Industry is a trusted voice in the fitness and wellness community. As the leading digital trade media source, Club Industry is helping to bring news and education to fitness facility owners, managers and professionals.

19,822

UNIQUE NEWSLETTER
SUBSCRIBERS

117,020

TOTAL
AUDIENCE

73,406

UNIQUE VISITORS

18,506

SOCIAL FOLLOWERS

ABOUT OUR AUDIENCE

Do you know who your marketing dollars are actually targeting?

Club Industry knows how important your marketing spend is and recognizes the importance of targeting the right audience the first time.

When you want to reach health and fitness professionals, you need the media source they use every day. If marketing and advertising with Club Industry is not part of your marketing campaign, you are missing out on an active and highly engaged audience.

Let us show you how to grow your business, excite current and future clients, and put you ahead of competitors.

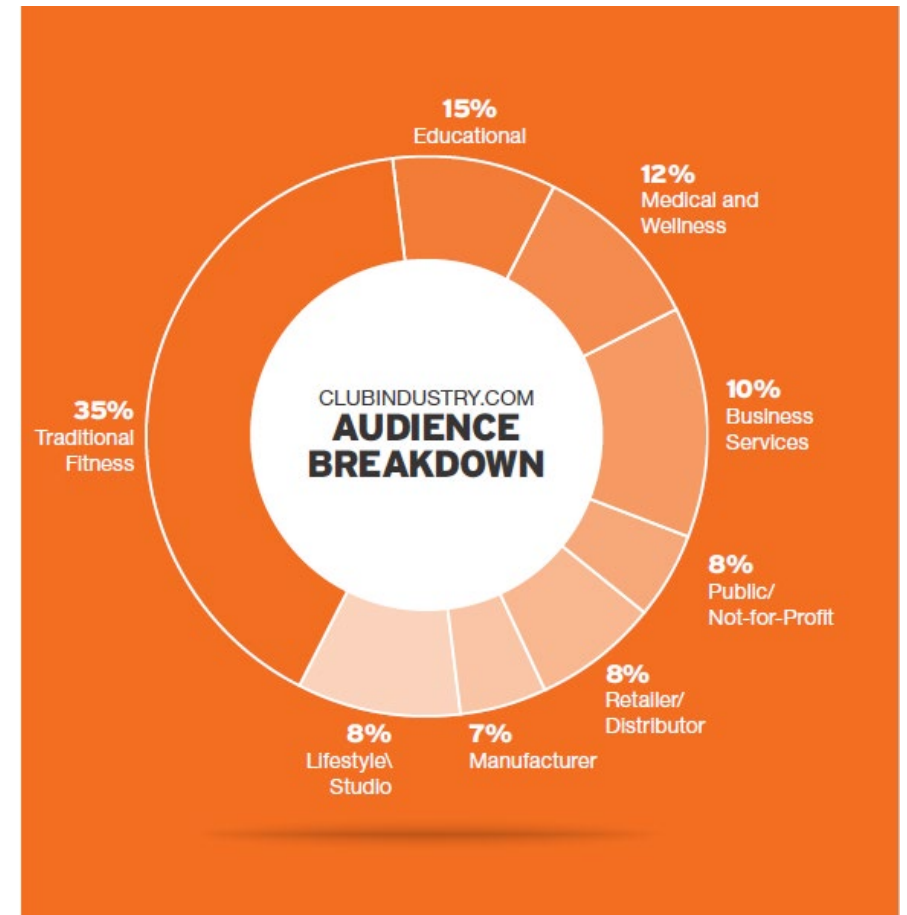
Plus, as part of the Questex family of brands, Club Industry has access to data and insights for multiple verticals including the **hospitality** and **spa markets**.

WHO IS THE CLUB INDUSTRY AUDIENCE?

Club Industry's audience includes all segments of the health and wellness industry—commercial clubs, nonprofit facilities, medical wellness businesses, university rec centers, the U.S. Armed Forces, private equity firms, equipment vendors and real estate agencies. This inclusivity reflects our editorial team's all-encompassing industry coverage.

It also ensures your brand will expand its marketing horizons by partnering with Club Industry without the additional costs of advertising through niche channels that cannot promise the same level of audience engagement. Importantly, many of our readers are decision-makers with purchasing power.

Club Industry readers are executive management (owners, CEOs, COOs, presidents and vice presidents), operations management (general managers, directors, managers and assistant managers) and program management (athletic directors, assistant athletic directors and program fitness directors).



E-NEWSLETTER ADVERTISING

NEWSLETTERS

20K

OPT-IN
NEWSLETTER
SUBSCRIBERS

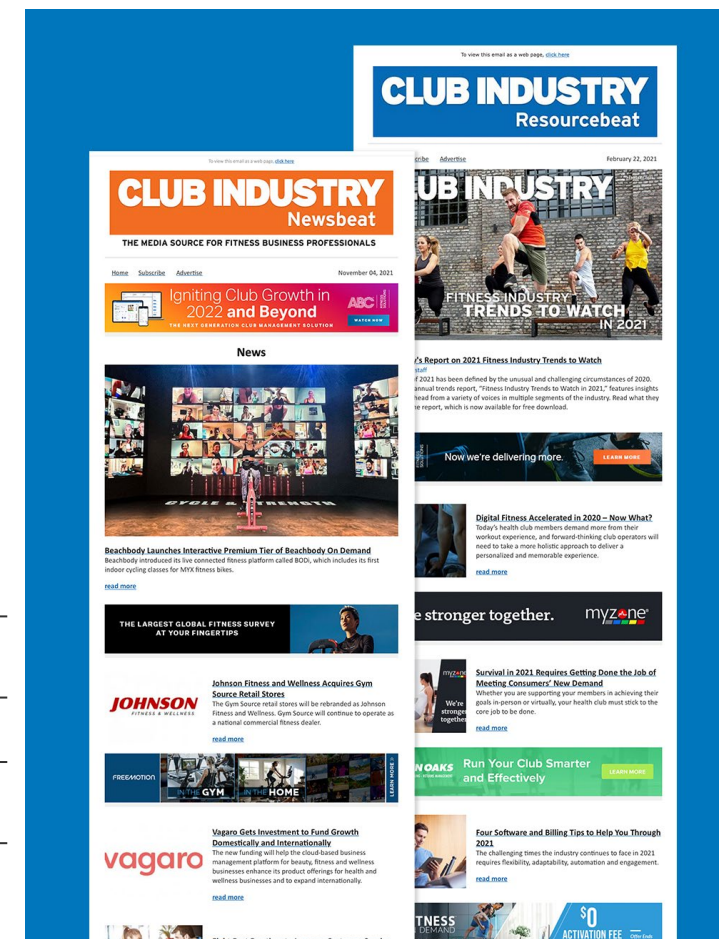
NEWSBEAT

32% AVERAGE
OPEN RATE
3.5% AVERAGE CLICK-
THROUGH RATE

Club Industry has two e-newsletters that will help you reach our global subscriber base of qualified fitness and wellness professionals and key decision-makers across the industry.

E-NEWSLETTER ADS	SIZE (PIXELS)	INVESTMENT
Newsbeat Leaderboard Ad Package (exclusive)	600x100 (includes both units)	\$1,750 /month
Newsbeat News Section Ads	600x100 / 7 available	\$900 /month
Special Report* - Resourcebeat	600x100 (Requires submission of a 600-word article)	\$4,000 per sponsorship

*Average leads from Resourcebeat special reports is 400-500 leads



CLUB INDUSTRY

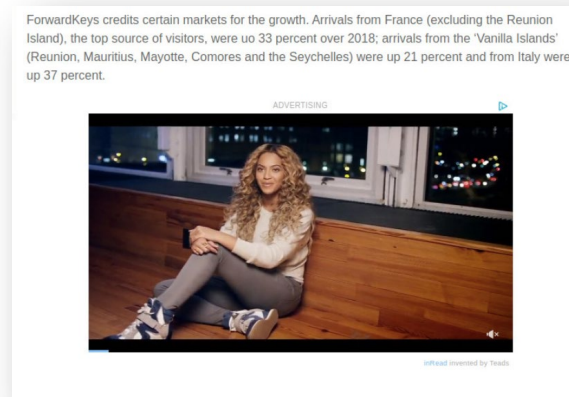
BANNER ADS

Advertisers can showcase their product or service in front of our audience with run-of-network, run-of-site and contextual targeting positions. Our sites have a responsive design so ads will also be seen on mobile devices.

PRIMARY AD POSITIONS:

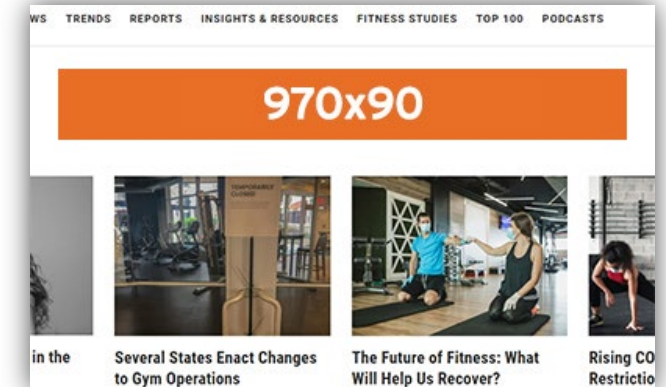


WALLPAPER \$1,100/month

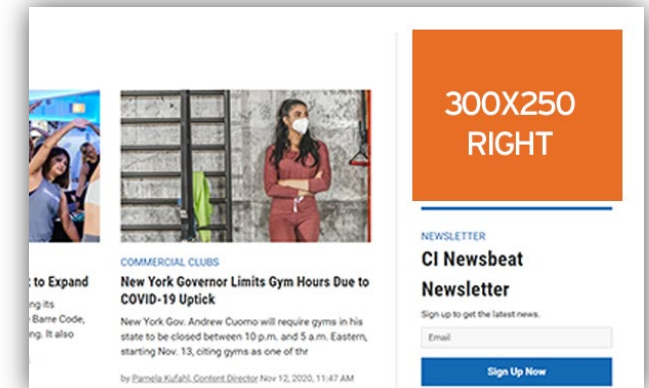


IN-READ VIDEO/Call for quote

[Click for demo](#)



970X90 LEADERBOARD \$1,200/month
320x50 MOBILE



300x250 RIGHT \$900/month
The 300x250 Right unit is a “flex unit”.
The right 300x250 position can serve either a 300x250 or a 300x600 at any time.

SPONSORED CONTENT

NATIVE ADS: Native ads are assimilated into our online community site design. Your highlighted content (white paper, video, or product announcement) looks cohesive within our trusted editorial environment. Native Ad units are designed for marketers who want to make their content discoverable while driving brand awareness with our engaged audience.

The new platform has dedicated native positions that are under the control of our ad server just like traditional display ads.

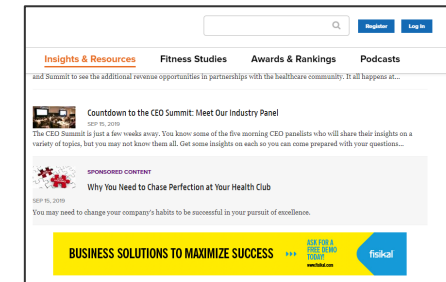
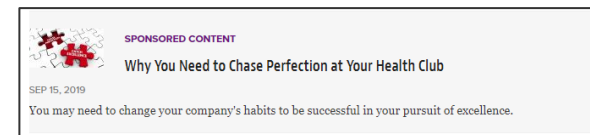
- Impressions
- SOV
- Targeting (Geo or content)

Native Ads Viewability: 89%

LOCATION: Home Page, Categories and Feeds

- Advertiser content can be published to a brand's site, tagged and organized into appropriate content channels.
- The content is flagged as advertising and gets the appropriate labeling when published.
- When published, that content is then pushed out to the content channels, recent headline feeds, search results, related content, etc.
- That content can also be "pinned" to stay in a fixed location on related channel pages and as related content where appropriate.
- The native ad promotion is what drives traffic and engagement to the piece of native content on the content platform.

\$2,500



Native Article Pages Viewability: 86%

CONTENT CREATION

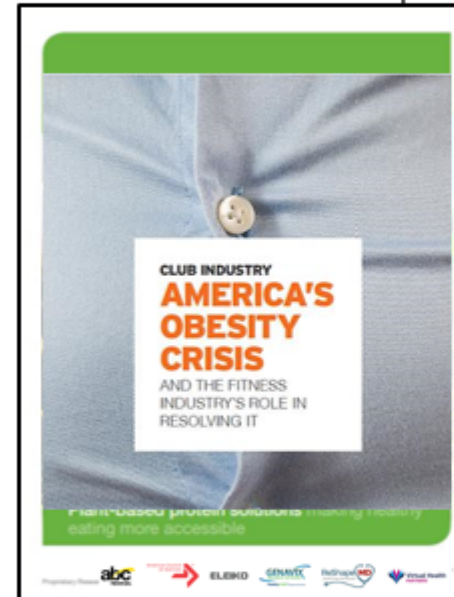
Custom Content Creation: Customer and a market expert/writer collaborate to develop an asset to represent the customer and the market/brand aligned with the content.

Versions include Whitepapers, Datasheets, FAQs, Product Guides, eBooks, and more.

Surveys and Research: Surveys are developed by a customer and/or subject matter expert to gather audience information and data points. An editor develops a research paper based on the major findings and data. Customers can sponsor and influence coverage, with oversight.

Reports: Exclusive industry reports that are researched, developed and written with the customer's topic in mind, typically by an in-market editor or subject matter expert.

Infographics: Develop messaging, supporting content, imagery and branding on behalf of a customer's ideas, products and/or research.

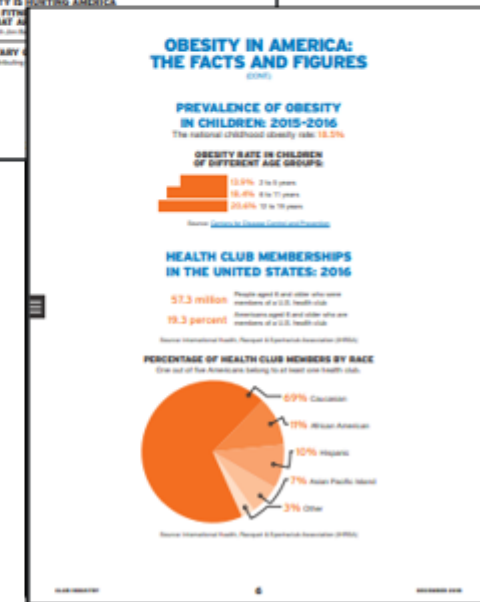


TABLE

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WHY CONTENT CREATION:

- Brand Awareness
- Lead Generation
- Quality Content
- Extend Audience Reach



SPECIAL REPORTS

DOWNLOADABLE SPECIAL REPORT DELIVERED THROUGH RESOURCEBEAT

Resourcebeat delivers to Club Industry's audience downloadable special reports on topics of importance in the fitness industry. Webinars may be scheduled around the topics, but sponsorship of those webinars would be at an additional cost. Resourcebeat has up to 6 sponsors.

Publish Dates: February 21, July 18, and December 2022

For \$5,000, sponsors of the reports will receive the following:

- Leads of the fitness industry professionals who download the report.
- A full-page ad to go within the report (optional).
- An opportunity to submit a 600-word educational and non-promotional article on a topic related to the report. This article will appear in the report and online.
- An ad to go in the Resourcebeat section of the Club Industry website along with the story from the sponsor.
- A digital ad (one leaderboard position and five 600X100 ads) within the Resourcebeat e-newsletter that will push people to download the report.
- The sponsor will be recognized as a sponsor in the report along with the inclusion of their logo.
- Average download 400-500 qualified leads



EMAIL CAMPAIGNS

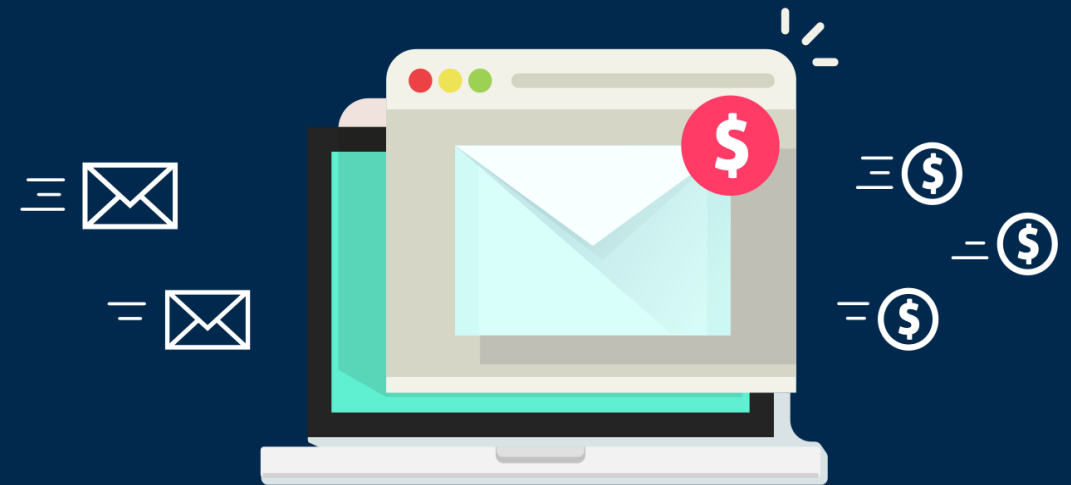
Exclusive, custom messages sent to a targeted segment of Club Industry's digital community, these e-mails are a great way to drive prospects to your website, introduce new products and services, and promote special offers and events to a highly receptive audience. The Club Industry sponsored e-mail program offers full assistance with list selection, creative assembly and reporting and your message is fully trackable and will benefit from high response rates.

PRICING: \$1,200

- Includes deployment charges
- Tracking provided
- Design and deployment consultations available

MATERIAL REQUIREMENT

- 600px wide
- Images individually no larger than 25k and collectively 100k
- HTML preferred; however, EPS, GIF, and JPG are workable
- 3- to 8-word subject line
- Landing URL



AUDIENCE AMPLIFICATION

Increase your brand's exposure with Audience Amplification!

Audience Amplification finds and targets decision makers from our websites and database of subscribers and lead generation initiatives and presents them with ads on sites they visit throughout their day, making your ads more visible and more valuable.

\$85 CPM



CUSTOM SPONSORED WEBINARS

Club Industry's cost-effective, custom sponsored webinars:

- Can be presented by the sponsoring company or an industry expert not affiliated with the sponsor.
- Are moderated by the editors of Club Industry.
- Are on a topic selected by the sponsor with approval from Club Industry.
- Offer the sponsor exclusive, real-time online access to all leads, survey results and attendee interactions through a private, web-based tracking tool.
- Allow for 3 custom registration questions and 3 exit survey questions for additional audience insights.
- Give the sponsor recognition in all marketing materials, editorial announcements and social media posts

AVERAGE LEADS: 318

\$5,000



CLUB INDUSTRY EVENT CALENDAR

Sibec North America

May 9-12, 2022

Loews Coronado Bay Resort,
Coronado, CA

Sibec Europe | UK

27-30 September 2022

Anantara Vilamoura Algarve Resort
Algarve, Portugal

Sibec Autumn

October 24-27, 2022

The Ballantyne Hotel
Charlotte, North Carolina

Club Industry Executive

Summit featuring the CEO Summit

October 17-19, 2022

The Future of Fitness Virtual Events

- March 16-17, 2022
- June 7-8, 2022
- December 2022



Exclusive hosted buyer events for those who desire serious business.

Sibec North America

May 9-12, 2022

Loews Coronado Bay Resort
Coronado, CA

Sibec Autumn

Oct 24-27, 2022

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SIBECEVENTS.COM

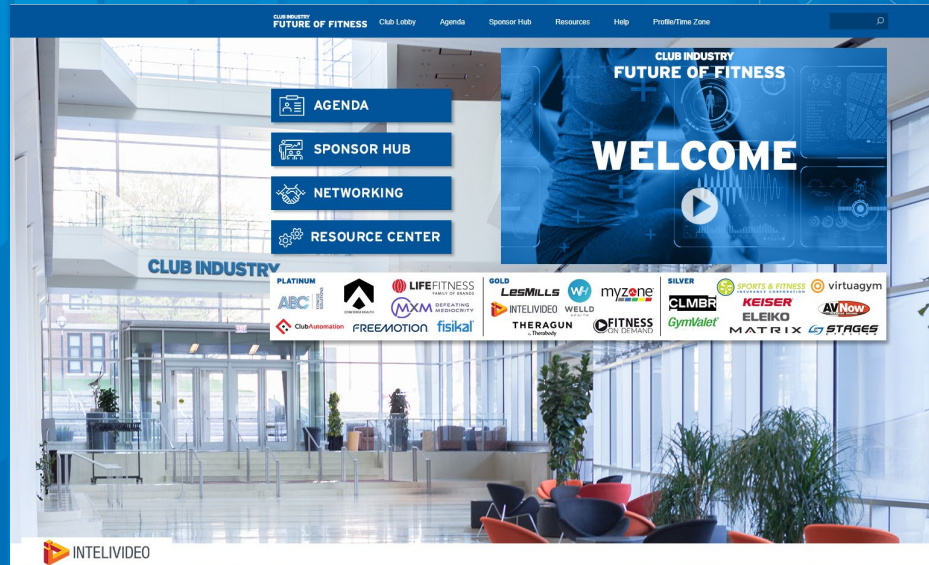
Sibec Europe | UK

27-30 September 2022

Anatara Vilamoura Algarve Resort,
Portugal



FUTURE OF FITNESS



Save the Dates

March 16-17, 2022

June 7-8, 2022

December 2022

"It was super awesome and I'm super grateful with everyone that made it happen!!"

CLUB INDUSTRY

Sponsorship Levels

Platinum Sponsorship	\$15,000
Gold Sponsorship	\$7,500
Silver Sponsorship	\$4,000
Basic Sponsorship	\$2,500

Platinum and Gold levels are limited because sponsors are integrated into the content in some capacity such as a panelist, moderator, or session speaker.

The sponsors that present a session will receive the information of the attendees of that specific session.

"You guys did an amazing job. I'm almost emotional with tears as I reflect upon this experience. Well done. "

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THE FRESH & FIT PAVILION AT IECSC

- Discover new opportunities for growth in spa and wellness centers by exhibiting at the International Esthetics, Cosmetics, & Spa Conference (IECSC).
- June 25-27, 2022, Las Vegas Convention Center, Las Vegas
- 15,000 attendees including nearly 25% of who are spa owners/managers.*
- Presented by *American Spa* magazine.

american spa

INTERNATIONAL
ESTHETICS
COSMETICS
& SPA
CONFERENCE



THE QUESTEX FAMILY OF BRANDS

Club Industry is part of the Questex Wellness Group with sister publications and trade events that cover every sector of the spa, beauty, and fitness industries.

Club Industry's extensive partner network includes ***American Spa*** magazine, **the International Esthetics, Cosmetics & Spa Conferences (IECSC)**, the **International Beauty Shows (IBS)**; **Spatec**; the **Spa Industry Association**, and **AmericanSalon.com**.

Plus, the Questex family of brands enables access to the following verticals:

- **Hospitality**
- **Life Sciences & Healthcare**
- **Travel**
- **Healthcare**
- **Technology, Media & Telecom**



This powerful network has enabled Club Industry to offer special advertising, data insights and exhibition packages.

KEY ADVERTISERS



CONTACT US

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